

The **STORAGRAM**



KAUFMANN'S
FIFTH AVENUE PITTSBURGH

Remember the Other Departments

During the 55th Anniversary Events

YOU have heard much about suggestive selling in your own department. It's a good idea---keep it up, and add to it the idea of interesting the customer in merchandise in other departments.

The 55th anniversary Sale is to be a store-wide event during the month of June. Merchandise in the various departments will be featured in turn. Read the advertisements of your store, know what merchandise is advertised for each day, and suggest to the customer that she visit the featured department. Here is the plan:

You will be given cards which are an invitation to the customer to visit another department.

Tell the customer about the values in that department. If she is interested, give her a card signed with your name and department number. She will present the card to a salesperson in the department to which you referred her and this card will assure you of a record of your suggestion.

You'll find that the customers are glad to know of special values in other departments, and you'll become intensely interested in learning what is going on throughout the store.

Prizes will be awarded according to floors to the fellow-workers who have the most cards turned in to other departments. A major prize will be given to the one with the highest record in the store.

It's a merry game — and a profitable one for you!

On your toes — Go — June 1.

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. VII

Pittsburgh, Pa., Our Own Number

No. 5

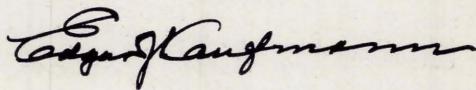
DISCONTENT and content are the two bases of a successful business. The right kind of discontent is the route of all progress. It is the fertilizer with which we enrich the soil of achievement. It is the irrigation which enlivens the aridness of the daily grind.

Discontent to be of the right kind has two limits. It must be confined to the personnel of the business, it must never go beyond the physical walls of an organization; and it must be constructive. It must not be the idle, complaining sort of dissatisfaction which destroys and tears down. It must lead to an actual improvement, to a building-up of our forces. Constructive discontent among employees leads to progress of a most active kind. It spurs them on towards an ideal which each one has set up in his or her own business consciousness. It leads to a smoothing down of rough places, to a rounding of sharp corners, to a renewal of interest. Nothing is so uninteresting as perfection; nothing so deadens ambition as a sense of completion.

Every cause has its effect. The effect of dissatisfaction with ourselves is a contented public. This very spirit of discontent, which so enlivens the organization from within, prepares for satisfied customers. And that after all is the real end towards which we are striving.

It is the spirit of not being satisfied with ourselves as we are, the feeling that we can build a greater business with the materials at hand, that has been the inspiration of the growth of this business.

We enter the 55th year of our business life with a feeling of content and pride in the past, and with sufficient discontent to spur us on to greater successes in the future.



"Go Through the Month of June Smiling"

Go through the month of June smiling. You are the best workers in the best store serving the best people in the best city. Put your best foot forward.

J. M. Meyer

Successes of the past can be attributed to the reliance and confidence of employer and employee in each other. Contentment within our ranks, a fine spirit of cooperation, loyalty and faith has brought our store through 54 years of success.

The success of the 55th Anniversary is inevitable.

outstanding

Our June Anniversary is a demonstration of the enormous resources, buying power and service this store renders to the community.

The thing that is needed is not plans but men and women to execute them.

Extensive and well thought out as the plans for the 55th Anniversary are, the success depends on the will and loyalty of our co-workers. Invest yourself for all you are worth in your work, then success is sure.

June success

Your store - Your Anniversary - what success depends - Your Anniversary - needs you sell or what alone on others - Your cooperation helping others - Your employees' other departments. *B. J. H. H.*

"Nothing great was ever achieved without enthusiasm", said Emerson. So let us all enter into the spirit of this store's great celebration with enthusiasm unlimited.

E. Goldstein

The Service organization is all set, awaiting the gong for the June Anniversary. It's the 55th - let's out-do ourselves on good service.

H. J. Minnick

Let the slogan of past years—Courtesy plus interest, urge every employee on to make the one that your buyer can be proud of. If that man's achievement can be proud of you.

T. D. Remond

During the month of June, especially, live up to your responsibility as representatives of Kaufmann principles and methods. Customers and all within the store will pronounce the Anniversary well done.

Helena L. Sittemann

Courtesy cannot be purchased with money. It is priceless, therefore, most valuable. Be courteous to your customers and fellow-workers. It creates a wonderful cooperative spirit and brings the customer back every time. Let us make this June most successful by being most courteous.

Tell your neighbors and friends that it will be a month of starting values.

P. L. Traub

Herbert M. Heyman

"The Big Store" improved from top to bottom, will look its best in June - all set to make the 55th Anniversary the biggest ever.

E. Friedlander

One of the greatest rewards in life is the joy of doing good work. The Anniversary gives us the year's best opportunity to do every detail extra well.

Federic A. Kett

The Cavendish Trading Corporation

At a meeting of the Buyers' Association, May 7, the organization and plans of the Cavendish Trading Corporation were explained in detail.

The corporation is owned by four large stores:

Jordan Marsh, Boston.

Loeser, Brooklyn.

Kaufmann's, Pittsburgh.

Scruggs-Vandervoort-Barney, St. Louis.

The corporation was formed for the purpose of gaining the advantage of group buying, and at the same time maintaining the individuality of the stores and the initiative of the buyers.

Mr. Rosenthal, who is in charge of the Cavendish Trading Corporation activities at the central New York office, spoke to the buyers, telling how the organization was working and how it could be used best to the mutual advantage of the affiliated stores.

Our president, Mr. E. J. Kaufmann, who is chairman of the board of directors of the Cavendish Trading Corporation, explained certain rules of the corporation and suggested methods of buying which would be helpful to all. One of the greatest advantages of the Cavendish is that it gives every opportunity for friendly communication between buyers of the same departments in different stores. The stores in this group all are of the highest type, and solutions of many of their buying problems will be swayed by similar policies. The buyers in group meeting and through correspondence will be able to have a broader view of the markets, each department in each store now having four pairs instead of one pair of eyes interested in it and on the alert for unusual merchandise.

Several of our buyers who have already participated in group meetings with the buyers of the affiliated stores spoke enthusiastically of these meetings and of the benefits which will be derived from the Cavendish Trading Corporation.



March 30, 1926.

Mr. Edgar J. Kaufmann,
Fifth Avenue,
Pittsburgh, Pa.

Dear Mr. Kaufmann:

I have done business for several years with your store, always with great satisfaction, but it has been some months since I had time to go leisurely from the basement to the top floor, as I did yesterday.

I was amazed and delighted at the many improvements you have made. The entire store seems more roomy and the various floors with their abundance of every possible kind of wearing apparel and home furnishings leave nothing apparently to be desired.

Congratulations, on the excellent taste everywhere displayed. I hope the Pittsburgh public will fully appreciate your effort.

All good wishes,
EDITH TAYLOR THOMSON,
President Women's Press Club.



Notice

The Training Department is interested in securing a record of any of our regular employees who have been attending night school or who have taken any other special educational work recently.

If you have been enrolled in the evening classes at high school, business school, the University, Carnegie Tech or other educational institution, kindly see Miss Fitzsimmons in the Training Department.

Graduates of the Progressive Retailing and Executive Training Courses

Kaufmann's were well represented at the banquet which marked the close of the fourth annual Progressive Retailing Course, Monday evening, April 26.

One hundred and five people received certificates for the satisfactory completion of two years' work in the Progressive Retailing Course. Those from Kaufmann's who received certificates were:

Margaret Barrett	Anna Oldynski
Margaret Carson	Stella Oldynski
Blanche Colker	Mary Piaget
Freda Epelberg	Andrew Rosenberg
Mary Beatrice O'Bryan	John P. Schaming
Margaret O'Brian	Agnes Stark

Certificates also were awarded the employees of the cooperating stores who had completed the Executive Training Course. This year fifty-six of the ninety-nine who began the course worked through to the end. Nineteen of the fifty-six graduates were from Kaufmann's.

Taking the Executive Training Course means that one must give up considerable time to attend lectures and even more time and energy to prepare assignments. The store employees who gave this additional time to outside study of retailing problems showed that they were very interested in their work, and they deserve our highest commendation.

The following employees of Kaufmann's successfully completed the Executive Training Course:

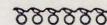
Mary F. Barnes	Edna Mattern
William Beck	Samuel S. McCready
Ethel Clinton	William N. O'Brien
Charles Cmarada	Stella Oldynski
Mrs. Nettie Fluke	William Rosenberg
Isadore Goodman	Saul Shaffer
Alfred A. Greer	Clarence E. Shaw
Edith Hall	Samuel Sigal
Edward LaGrange	Ethel Towner
Miss Lauderbaugh	

The banquet itself was a jolly affair with good food, and peppy singing.

Dr. W. W. Charters, Director of the Research Bureau for Retail Training and Chancellor Bowman of the University of Pittsburgh presented the certificates. Executives from the various stores gave brief, interesting talks.

Each year there is an increased interest in these courses offered by the Bureau to the employees of the cooperating store. The registration in the Progressive Retailing Course this year reached a total of 1293 for eight stores. The registration for Kaufmann's was 220, an increase of 31% over our registrations for last year.

The Joseph Horne Company received the Charters trophy for the second time. Meyer Jonasson's came second in honor, and Boggs & Buhl third.



Adoria Beauty Salon

The "model" plan has been received enthusiastically by the fellow-workers, and many are handing in applications to be chosen as models for next month. It is giving many employees who had not visited the Adoria Beauty Salon frequently an opportunity to see what satisfactory work is done there.

The operators and barbers treat you as if you were their most important customer. They want to please you and they do!

We welcome Miss Ribar, Miss Sweeney and Miss Pugh all new operators in the Beauty Salon.

Looking Forward to Bear Run



"Tumbling Brooks Come Down"



The Swimming Pool

The Wonderful Country

There's a wonderful country, lying
Far off from the noisy town,
Where the wind-flower swings,
And the veery sings,
And the tumbling brooks come down;
'Tis a land of light and of laughter,
Where peace all the woodland fills,
'Tis the land that lies
'Neath the summer skies
In the heart of the happy hills.

The road to that wonderful country
Leads out from the gates of care,
And the tired feet
In the dusty street
Are longing to enter there;
And a voice from the land is calling
In the rush of a thousand rills—
"Come away, away,
To the woods to-day,
To the heart of the happy hills."

Far away in that wonderful country,
Where the skies are always blue,
In the shadows cool,
By the foaming pool,
We may put on strength anew;
We may drink from the magic fountains
Where the wine of life distills;
And never a care
Shall find us there,
In the heart of the happy hills.

—SELECTED.



Back to Nature Cottages

* * * *

BEAR RUN FOR AN IDEAL VACATION OR WEEK END
REGISTER IN THE TRAINING DEPARTMENT

"By an Employee For the Employees"

What will make the 55th Anniversary the greatest event Kaufmann's has ever had? The same principles that have made Kaufmann's the wonderful institution it is.

DREAMS—LOVE—LOYALTY—COOPERATION

The executives of the store are dreamers. Their dreams are to make Kaufmann's the largest and most beautiful commercial center in the world.

They planned and helped to design the exquisite fixtures which are installed throughout the store, so that they can share beauty, which they love so much, with the public and their employees. The House Charming was built to help others make their home an individual House Charming.

With the cooperation of their excellent staff of buyers they are able to offer the public the newest merchandise, at good value, at all time.

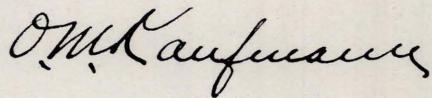
The welfare, happiness and comfort of their employees is part of their dreams. Within the last two years the finest and best equipped cafeteria and dining room, recreation room, hospital and dentist's office have been installed for us. Bear Run, Kaufmann's Summer Camp, has been purchased, so that we can enjoy the comforts of one of the grandest mountain resorts in the United States. A place where God has bestowed nature so gloriously that only a genius can describe, a place where troubles are forgotten and happiness abides; a place where you can dream.

How can we, the employees of the store, show our appreciation for their thoughtfulness? We cannot do it individually. We can cooperate and encourage suggestions. Everyone is given a chance. We can be courteous and willing to help each other. Where harmony and contentment prevail there is love and loyalty. Then we can serve the public by extending every possible courtesy and taking the utmost interest in our individual tasks.

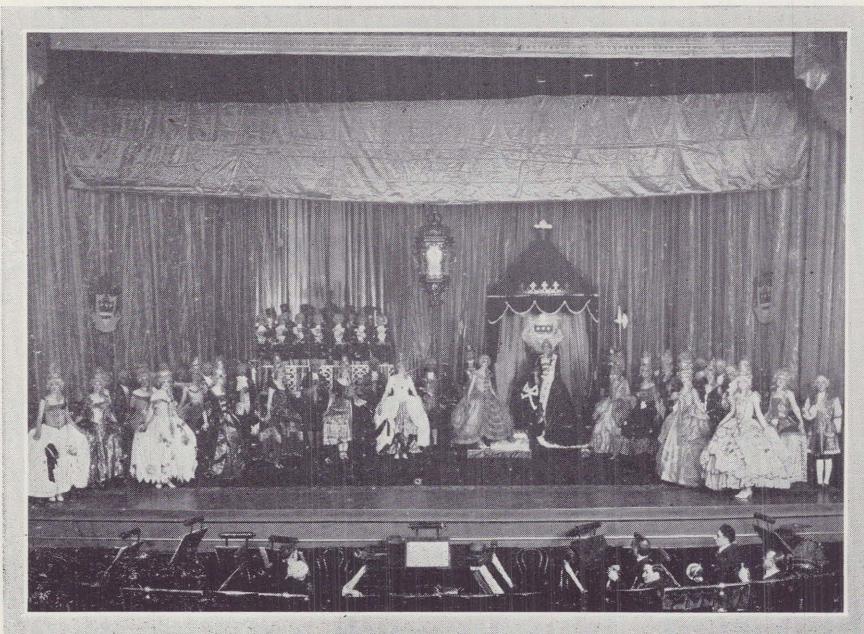
By serving and pleasing the public we serve our executives. It is through the public's satisfaction and patronage that their dreams can materialize.

MOLLIE E. BERKOWITZ.

I thank Miss Berkowitz for the beautiful sentiment herein expressed. I hope there are many of our employees who are of the same opinion.



THE ROYAL VAGABOND



The Coronation Scene

"The Royal Vagabond" is a part of Kaufmann's history now—a part which will not be forgotten soon. The fellow-workers who were in the cast are just getting back to normal after the many weeks of strenuous rehearsals and the exciting week of the production; the rest of us are still talking about the notable success of all those in the play.

We knew of course that the cast was composed of a talented group of our fellow-workers; we had seen them in rehearsal and knew that they could dance and sing; but the smoothness, the beauty of the whole production amazed us as it did the public. The success of the first night was the lead for a most successful week. Every night "The Royal Vagabond" was presented to a full house, an enthusiastic audience.

From the rise of the first curtain, when the picturesque chorus, Chefcheck, the Innkeeper; Marcel, the

Barber, and Janku, the Apothecary, made the audience realize that all was not well with royalty until the final curtain after republicanism has solved the lovers' problems, the audience was held by the story, the music, the dancing, the good humor, and the beautiful settings.

The costumes and scenery of every act were on a level with elaborate professional productions and served as fitting background for the talent of the cast.

Dave Gorman of the Victrola department played the role of prince and vagabond with the self-assurance of royalty and the daring and romance of a vagabond. Miss Kuhlman made a charming Anitza, and her songs delighted the audience. One of the most popular songs was "When Cherry Blossoms Fall" sung by Anitza, Princess Helena (Miss Minneman) and Colonel Petroff (Mr. Malapert).



*Poor Janku trembles under
the threats of Marcel,
the barber, and Chefcheck's
pleas are of no avail.*

A NOTABLE SUCCESS

Miss Schwartz was a beautiful Princess Violetta and won all hearts with her lovely rendition of a "Wee Bit of Lace." Mary Morrison as the Queen of Bargravia was grace and hauteur combined. She was picturesque in every act, but most striking in the coronation scene.

Mr. Malapert and Miss Minneman received every one's approval in both their singing and love-making.

Mr. Mohr and Mr. Heyman carried off the comedy parts with honors. Mr. Mohr's long legs in his "bold vagabond" costume, and Mr. Heyman's stupidity and drawling voice were unfailing in amusing the audience.

The villain (Marcel, the Barber) and the anxious father (Chefcheck) were given in a professional way by Mr. Bick, Superintendent of Sixth Floor, and Mr. Krieger of the Furniture department.

Enough cannot be said of the dancing ability of the whole chorus, and special tribute is due the two groups, The Dancing Demons and the Sunshine Girls. Their dancing would have been commendable in any professional performance, and they all might become instructors in the terpsichorean arts, especially the Charleston.

Every one in the cast, the Queen's Guard, Ladies of the Court, chorus, deserves the highest praise. They worked hard to give to Pittsburgh a production of which they and every Kaufmann fellow-worker could be proud. They succeeded beyond our most sanguine hopes, and we congratulate them.

Back of the success of "The Royal Vagabond" lies the directing hand of Mr. Frank W. Shea, producer. When we first talked to him, he said his slogan was "using amateur talent to put on a professional performance," and he is one man who lives up to his slogan. Credit also is due Mrs. Shea who directed the dancers.

There were many in the store besides those in the cast who deserve praise for their work in connection



Princess Violetta, The Royal Tutor and the Queen

with the production. Mr. B. L. Traub gave unstintingly of his time and energy as Publicity Director for "The Royal Vagabond"; Mr. Roland Friedlander served double duty as an Officer in the play and as chairman of the ticket committee. Everyone in the store who co-operated in the sale of tickets may feel that they had a part in the comedy's success. Mrs. Snyder, time keeper, went at the ticket-selling game with her usual pep, and came out on top with the high record of \$1500 worth of tickets sold.

As the Chronicle Telegraph said, "The Royal Vagabond" as given by the employees of Kaufmanns was worthy of every bit of the genuine applause that it received from the veteran first nighters. Everything was as it should have been, then a little more. It was a wonderful show!



Colonel Petroff and the Gypsy Chorus

Sidelights on "The Royal Vagabond"



BEFORE FIRST ACT

Marcel looking for a pillow to receive Janku and Chefcheck* (K. O.'s.)

Kline and Wiener of the Queen's Guard looking for hats. They claim they cannot dance without them.

Sally Thomas one of the Court Ladies and Clifford Luft of the ensemble were promenading around the back stage wondering what it was all about.

Edith Wobb—the first casualty of the show—she lost a step.

Colonel Petroff of the sweet voice, seemed so nervous, he began picking his teeth with his sword.

Goodman of the Drapery Department and Jimmie the barber were quite chummy before the show. It seems Jimmie shingles all the girls' hair in the show. He does not charge for his work. That's why he is so popular.

Mary Meerhoff of the Sixth Floor (also McKeesport) likes her part very much—on the porch of the Inn.

Mable Spangler is in trouble—she found a runner in one stocking. Sunshine Girls and Dancing Demons were trying to out-dance each other. It was a dead heat.

Orval Brandt and Ben Myerson of the Royal Guards, demonstrating their decorating of scenery in first and second act.

Mildred Skillman court lady (also First Floor Service Desk) is some Charleston stepper.

Thelma Roth has now made her appearance as a gypsy.

AFTER THE FIRST ACT

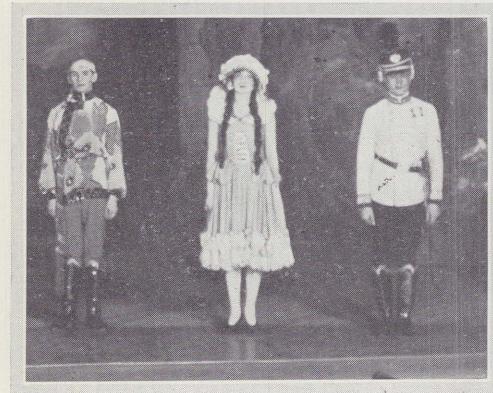
Everybody shaking hands with one another.

Joe Meyers almost broke down two doors trying to get back of stage—telling Shea all about it.

Stepping of hat fame must have belonged to the regulars. Same to Jack Lagoria, of Twelfth Floor.

Elinor Stewart, Shopping Bureau, "I thought I was going to faint. Gee, I was nervous."

Louise Garbett, adjusting department wishes Eddie Charles would see her now.



The Prince, Anitza, Colonel Petroff

I want to thank the members of the cast of the Royal Vagabond most heartily for giving so fully of their time and effort in making this production such a notable success. They have earned well deserved glory for themselves and for the store.

Thanks also are due all employees who helped in the Royal Vagabond by selling tickets, by their own attendance and by their unbounded enthusiasm.

O. M. KAUFMANN.

Professor "Hoppy" Mohr
Is well known on the Sixth Floor
When he came on the stage
The crowd let out a roar.

The gypsies are now coming in bunches—they look like real wanderers.

AFTER SECOND ACT

Every one back stage is happy.

Talk about flowers here, there and everywhere.
The old-timers (20-year club) were there watching the youngsters perform. Some basket.

Friedlander carried himself like a real soldier.

The queen looked very nice. It seemed she had quite a load with her costumes.

Miss Minneman surely looked fine and sang beautifully. She was all perfumed up for Malapert.

Heard after show on Smithfield Street. "I'd bet any money those principles do not work at Kaufmann's. They were brought here for this show."

Miss Smalovitz, Jewelry Queen, looked mighty nice as a gypsy serene.

Kline is still looking for his hat.

Theresa of Filson's office is very graceful strutting around.

"How do I look, Happy?"

Princess Violetta (Miss Schwartz) is sorry the "professor" isn't a little snappier in declaring his love.

How did you like the combination hair cut on the Prince and Vagabond? Done by Marcel the Barber.

Did not Broecker of the Fourth Floor look cunning in his different costumes? The little rascal.

ALL RIGHTS RESERVED

Barber to the men of the Royal Vagabond.—Roth.



As The Reporters Saw It

Brief excerpts from:

THE SUN:

"The audience plainly showed that it was astounded at the magnificence of the costumes, scenery and effects, and the talented way the actors performed."

THE PRESS:

"Exquisitely gown'd ladies of the court, an exotically costumed chorus, and men dressed for the eye, paraded from wing to wing as the plot was unfolded—a never ceasing spectacle of loveliness questering in a spot made harmonious by a master decorator."

THE CHRONICLE TELEGRAPH:

"In a few weeks, Frank W. Shea, of New York picked a cast of actors and singers and beautiful chorus, drilled them in the intricate steps of the musical comedy stage, and gave to the audience last night a highly polished musical show with not a thing amateurish in it."

THE GAZETTE TIMES:

"The singing, the ensemble dancing, the stage presence—very few of the professional productions that have appeared in the local theaters during the past season have surpassed this local production."

THE POST:

"Pittsburgh, that portion of it that could crowd into the Nixon theater last night, witnessed one of the finest amateur performances ever staged. It was almost unbelievable, as each of the three acts of the "Royal Vagabond" unfolded itself, that the players could be other than finished artists."

The Storagram

CONSULTING EDITORS

J. M. MEYERS

M. A. MALONEY

EDITOR

HELEN BAKER

ASSOCIATE EDITORS

HARRY BROIDA

HELEN HART

C. J. HANLAN

TURMAN MILLER, Cartoonist

PEGGY WIELAND, GEORGE DETRICH, Artists

REPORTERS

Basement—MISS ESSTREICHER—Dresses
N. S. Warehouse—R. M. SMITH

1st Floor—D. K. THOMPSON—Jewelry
MISS LEMON—Stationery

MR. SIMON—Drugs

2nd Floor—DANIEL SPISAK—Sporting Goods
JOE MILLER—Cameras

3rd Floor—MISS E. MILLER—Infants' Wear
MRS. C. McLAIN, Juniors

4th Floor—MISS McGOWAN—Furs

5th Floor—MISS McCORMICK—Millinery

DAVE GLUCKMAN—Shoes

6th Floor—MR. GREER—Wash Goods

MR. ROTH—Barber Shop

MISS EPSTEIN—House Dresses

7th Floor—MISS SCHILLING—House Furnishings

8th Floor—MR. NICK KOLLING—Furniture

9th Floor—MR. DERBY—Draperies

10th Floor—MISS HALEY—Alterations

MISS SOBEL—Auditing

11th Floor—MRS. FIELDS—Gift Shop

12th Floor—JACK LAGORIA—Stock Room

Forbes —P. J. GAVIN—Delivery

JOE HADLEY—Garage

OUR OWN NUMBER

May 1926

"It ain't the individual,
Nor the army as a whole,
But the everlasting teamwork
Of every bloomin' soul."

Teamwork is just as valuable an asset to business as it is to the army. It is not individual genius, it is not a mass of plodding workers that builds a great organization; it is the intelligent planning and pulling together that accounts for the development of a small store of two or three employees into a large department store of three thousand employees.

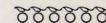
The growth of any business depends largely on public confidence. The responsibility of winning the friendship of the public rests upon all of us. Every salesperson who helps the customer pleasantly and intelligently to make a satisfactory selection, every cashier and wrapper who handles the merchandise carefully and quickly, everyone who assists in its prompt delivery is an important person in winning the good will of the public. It is the united effort of every employee which

gains for the store a valuable reputation for service in the community.

Our store is proud of its employees who have helped in developing this organization. It is proud of their past records, of the loyal employees who have shown such excellent teamwork for many years; it is confident that those who join the store group quickly gain the spirit of cooperation.

And every employee must be proud of Kaufmann's. No one can be associated long with the store without feeling proud of it and what it has accomplished.

This is OUR store; it will continue to give better service and its value to the community increase because of OUR teamwork.



Look In The Mirror

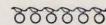
When a strong impulse prompts us to criticize our home folks, our friends, or those who come in daily contact with us in the business world, it wouldn't do any harm to recall to our minds what Bolton Hall wrote:

"I looked at my brother with the Microscope of Criticism and I said, 'How coarse my brother is!' I looked at him with the Telescope of Scorn and I said, 'How small my brother is!' Then I looked in the Mirror of Truth and I said, 'How like me my brother is!'"

There is a volume of wisdom in that one short paragraph. If we use the mirror more frequently, we'll find ourselves less critical of our friends and acquaintances. Too often we use only the Microscope of Criticism and the Telescope of Scorn. We look at all the little, petty actions of our neighbors, and condemn them; we look at them as from a long distance, and think what tiny, miserable creatures they are. And all the time we consider ourselves individuals somewhat superior to the rest of the world.

Whenever we feel critical of others it is about time to pull out the Mirror of Truth and look at ourselves. The mirror may have become dusty with an accumulation of selfishness and bigotry; it will take some rubbing to clear it. Then if we are honest, we'll see in the reflection just about the same faults that have been annoying us so much in others.

Looking in the mirror is a good habit. It will develop in us more tolerance, larger sympathy, and a greater appreciation of the other person's ideals.



The Store Library

There is an active interest shown in reading books from the store library. The number of books taken out each month is proof that the library is popular among our fellow-workers. The circulation for March was 577; the number of borrowers 224. During April, 191 fellow-workers read 569 books. Of these 191 readers, 23 took books out for the first time.

Many of us have cards in the library that we have not used for months. Why not cheer the card up a bit, bring it out of its dark corner and make it feel that it has some use? There are many books—fiction, psychology, science, business methods—that you'll enjoy. Get the habit of dropping in for a book every once in a while.

The following books were bought by the Library during April:

Peacock Feathers—Bailey
Never the Twain Shall Meet—Kyne
The Amazing Interlude—Rhinehart
Fate and a Marionette—Rion
What to Eat and How to Prepare It.

An Appreciation

During the period of four years that I have been employed in Kaufmann's, many incidents and opportunities have been afforded me which have helped me in my work. Perhaps the most valuable training I have received recently has been through the Executive Training Course offered by our store. From this I have gained information which helps me in many ways in my present position, and I believe that I speak for my fellow-classmates in saying that everyone of them has gained a great deal from the course which is helpful to them. We have learned to see our positions in a new light and have found a new view of the retailing business.

I want to thank our president for his efforts in making possible these excellent opportunities for us. As Mr. Shea said at the Progressive Retailing Course Banquet, it was Mr. E. J. Kaufmann's forward-looking ideas, his dreams now materialized which have given these opportunities to the store employees of Pittsburgh.

I am very thankful to Mr. Heyman too, who advised me to take the course. It has showed me more than ever the possibilities in retailing and made me a greater admirer of our store organization.

SAUL J. SHAFER.

The lecture series of the Research Bureau for Retail Training have ended, and certificates have been handed out to the persevering few who have earned them. Many regrets were expressed by those who failed to take advantage of the Course this season, but next year will bring a new opportunity to every one interested. We who have attended the Course and received the fullest benefit from it wish to express our heartiest appreciation to those who made it possible for us to have this opportunity to develop and broaden ourselves along the lines of our work. We want more co-workers to know of the Course so that we can not only win the prize next year, but so that more of us can be happier by knowing that we have completed something worth while.

—A CO-WORKER.

I'd rather be a COULD BE
If I could not be an ARE
For a COULD BE is a MAYBE
With a chance at touching par.
I'd rather be a HAS BEEN
Than a MIGHT HAVE BEEN by far
For a MIGHT HAVE BEEN has never been
But a HAS WAS once an ARE.



Mr. Harris with a group of china and glass buyers at Roditi & Sons' Office in Leipsic.

Store Etiquette (Or the Right Thing to do)

Do You Know?

1. A customer wishes to have packages enclosed which she has purchased elsewhere, wrapped with packages purchased from your department, what should you do?
 2. Do we carry tarleton in our lining department?
 3. Do we give employees' discount on the total purchase or on the individual article?
 4. A customer has only one blank check with her and wishes to make several purchases. She does not know what the total amount will be. What can you suggest that she do?
 5. How many days do we hold merchandise purchased on a transfer?
 6. Where do you send a customer if she has lost a package?
 7. Where would a customer be directed to look for a lost child?
 8. Where does a customer call to put in a wagon call?
 9. What information is necessary on a wagon call?
- (See Correct Answers on Page 23)



What Am I

I took root and grew in "The Big Store."
I struggled much in my early days.
I have always had for my aim, service and satisfaction, plus.
I have helped in the promotion of sales in every selling department and while I have only a bowing acquaintance with some, I am indispensable to a great many others.
I am a boon to the busy housewife, for I save her time, energy and money.
I speak for every customer who cannot come into the store and shop in person.
I must therefore be given equally as prompt, courteous and undivided attention.
I am used by thousands of satisfied customers and will continue to be of great use to thousands more.
I am the ANN ADAMS SHOPPING BUREAU!
I CAN DO MY BEST ONLY WITH YOUR FULL-EST CO-OPERATION.

—ETHEL FORBES,
Shopping Bureau.

Buying China

This photograph shows how group buying is transacted at our office in Leipsic.

Soon after Mr. Harris returned from his buying trip to Europe the assistant buyers and heads of stock gave a surprise dinner to him. Thinking that it was some tiresome meeting, Mr. Harris almost slipped out, but was caught in the nick of time.

Miss Fischer and Mr. Nicholas spoke. Mr. Goldstein was there, and of course added his wit to the party. He's a man whom you couldn't keep from talking if you wanted to, and whom you wouldn't keep from talking if you could.

Mr. Harris talked about his trip, especially the amusing incidents.

It was a successful party, even though the guests numbered an unlucky thirteen. The next time he's invited to a meeting, Mr. Harris will think twice before he tries to escape.

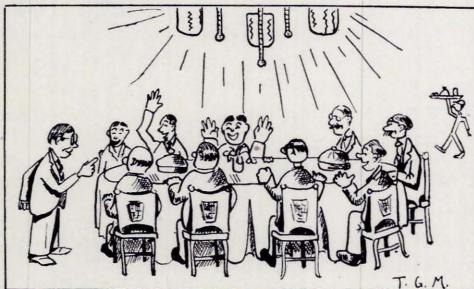
The Inside Dope

The editors and reporters of The Storagram may think they are immune to publicity, but if we can slip this by the censors, the public will know something about the inner circle. They've talked about us long enough—now we'll give them a dose of their own medicine.

There at the top it says "Consulting Editors"—J. M. Meyers and Miss M. A. Maloney. I've heard one of these (don't try to guess which one) calling it "Insulting Editor" and that is just about the case. Their chief duty seems to be to give advice—gratis.

The Storagram evidently believes in promotion from within. Miss Maloney's name until recently appeared under "Associate Editors" and now is at the top. Miss Maloney handles people so tactfully herself, she'll certainly not let anything slip into the Storagram that will hurt our feelings—some of these reporters are so calloused, they'd say anything about us.

And Mr. Meyers (now will this get by?)—we'd like to say how many times we've heard him tell one joke, but having heard him tell so many really good ones, it's only fair to refrain from remarking too much on the repetitions.



All great men have avocations and Mr. Meyers is no exception. He has two allied ones—speaking at conventions and acting as toastmaster at banquets. Sometime during his life he must write a book "The Thorny Life of a Toastmaster—Or Keeping the Tired Banqueter Amused."

THE ASSOCIATE EDITORS—HELEN HART,
HARRY BROIDA AND C. J. HANLAN

Miss Hart's name just appeared, and we suppose she is to be congratulated for having attained this post. She represents the Training Department on our magazine staff, and no doubt will keep us well-posted on how to speak, how to sell, and how to write legible sales-checks. We'll all try to be good!

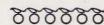
This associate editor job must be too heavy for Miss Hart, for twice has she succumbed to the flu germ since gaining this title.

As for Harry Broida and ideas—they are one and the same. A cat's nine lives are nothing compared to Harry's—he's continually just escaping with his life when he tries to persuade the world that some of his ideas are right. Harry hasn't appeared in The Storagram recently, and the last that was seen from his pen was very philosophical. Evidently life has become "real and earnest" to him. Why not a little more comedy?

Mr. Hanlan represents the Forbes Service Station and needs to jog his reporters once in a while—news has not been very heavy from there lately. Mr. Hanlan's latest task (assisted by Mr. Cummins) is chaperoning Mr. Meyers at the Convention for Delivery Men in Philadelphia. He was successful in that job, too, for all three returned on schedule time.



We know there's no use in saying much about the editor—it's been tried before and didn't get by. Perhaps she will allow this to be printed as a warning to others—if you have promised her news or an article you'd better keep out of her way until you can produce it. And the sad part is, Miss Baker has such a good memory for those things.



A Happy Ending to a Trying Day

Buying a hat is at best a trying task, and hats just seem not to fit me this year. I had looked in a number of stores without getting one gleam of encouragement and was feeling very low when I hit your millinery department.

I looked around, trying on several hats myself. Finally I picked up a small draped hat that I liked. I was looking at it when a clever salesgirl came up and admired it. The hat was beautiful but I thought it a little too old. She asked me to be seated and offered to show me other hats but I ignored that because I hate to sit down when I am picking a hat. I asked her for a darker color and she said it was the only one they had like it.

As I walked around looking at hats, the salesgirl occasionally stopped me to admire some hat and then she directed me into the "Deb" room. I really liked the hat but she was comparing it with others and pointing out its good features. In the "Deb" room she compared it with more expensive hats. She was the only salesperson that had taken any interest in me or who seemed to know what I wanted in all my travels that day.

She spent fully twenty-five minutes with me walking around but not forcing one thing on me. Finally I did take her word that it was not too old for me and bought the hat. My friends like it too. I consider myself lucky to have found such a pretty hat and to have had such an intelligent salesperson to advise me.



Suggestion Prize Winners

Two awards were made for suggestions submitted during April. They were:

C. Davis—49 J 104	\$2.00
-------------------	-------	--------

J. P. Mahoney, Shipping Department.....	3.00
---	------

The suggestions for the fifty-fifth anniversary are being considered separately. Awards for any of those suggestions adopted will be announced in the June Storagram.



Passenger: Driver! Driver! Have you taken leave of your senses?

Taxi-driver: Not yet, but I reckon I will at the next corner—the brakes have gone bust!

Merchandise From All Over The World

THE romance of merchandise! The thought may sound strange to us as we handle our stock, dust it and arrange it most prosaically each morning, and sell it to all types of people during the day. But each article that we handle, each yard of silk that we measure off, each small ring that we may sell, has its history. It is impossible for us to know all the details of every article in our department but it is easy for us to learn from what parts of the world the various kinds of merchandise come.

If you are in doubt, ask your buyer. He will be very glad to give you the information, and you'll have a much greater interest in the goods you handle.

Have you ever considered the number of countries whose merchandise is gathered together in Kaufmann's and offered to the people of Pittsburgh? You know that our buyers go abroad and that our store is represented in buying offices in many foreign countries but it is difficult to realize how much of the world this buying organization covers.



FRANCE

FRANCE is known as the style center of the world. From Paris comes most of our imported ready-to-wear and millinery. The buyers make their selections at the fashion openings of world-famous salons. They see the inspiration that has gone into the making of these beautiful creations, and try to give us some of the spirit of these master-workmen when they return.

Sheer chiffon hosiery, the finest grade of kid gloves, beaded bags, art needlework, and of course, toilet goods and perfumes—all are supplied by

France. The French merchandise imported for our departments is of the finest. The French people consider their manufacture almost as an art, and rather than producing immense quantities of goods, work out carefully their ideas, and produce a lesser amount of a better craftsmanship.

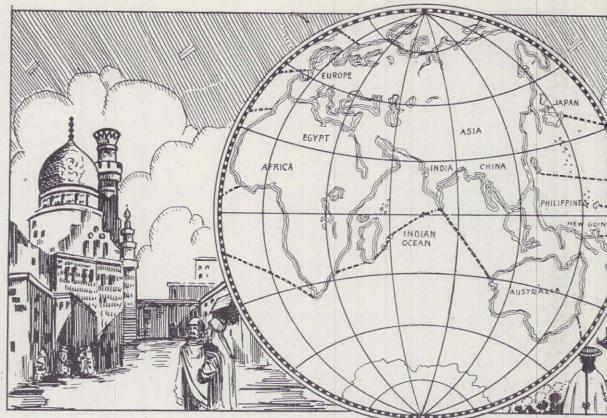
ENGLAND

NEXT to France, England contributes the greatest number of articles to our imports. We think of France as producing the more frivolous, fashionable merchandise, England the more staple, long-wearing articles. England sends us leather products of all sorts, heavy baggage, hand bags, novelty goods. A long list of articles which may be grouped under men's furnishings and clothing is also found under our imports from England. Its products are well-represented in the house-furnishings department by garden tools; the upholstery and drapery departments display many beautiful English materials; the notion department is well represented in this list by needles, pins and other items.

All these products from England are staple things, well made—beautiful perhaps in their workmanship, but most of all giving one the feeling of something standard and serviceable.

The land of the Shamrock offers linens of all kinds by the yard, and beautiful table linens. Handkerchiefs and shirtings also are bought in Ireland.

In our bric-a-brac department and gift shop, you will find lovely things from Belgium—artificial flowers and

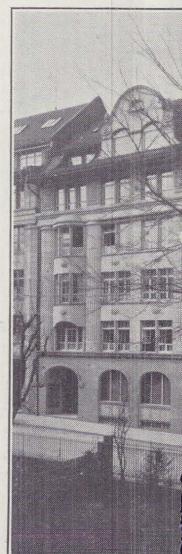


brass ware in a
From Belgium, w
silks.

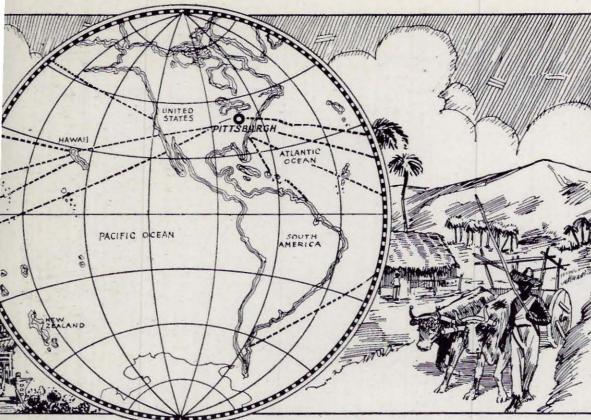
Holland has n
imports but enou
“buying map.”
china, earthenwa
holsteries.

SWITZERLAND

SWITZERLAND source of sup
The Roditi St. C
opened only a lit
has made great s
Already, we have
thirty different ty
items from Swit
trimmings, childre
wear, and laces.



For the Fifty-Fifth Anniversary Events



sorts of articles.
Also get linens and

a long list in our
to put her on our
is represented by
, and heavy up-

RLAND
is growing as a
y for our buyers.
ll office has been
e over a year and
ides in that time.
ought more than
s of articles. Our
rland include hat
s underwear, neck-



GERMANY

GERMANY offers a great variety of medium priced goods. Articles from this country are found in many departments in our store. Here only is a partial list:

House-furnishings China Toys
Kitchenware, bird cages, cutlery
Leather goods Art Needlework
Silks, linens and upholstery
Musical Instruments
Men's and women's hosiery

ITALY

PERHAPS the most interesting wares, the ones which seem to us most typical of Italy's artistic and historical background are those found in the china, glass and bric-a-brac. Many of these things—beautiful glassware, china and earthenware tea sets, marble statuary—are bought in interesting old places whose inhabitants for centuries have given practically all of their lives to this work.

CENTRAL EUROPE

THE Central European countries, Austria and Czecho-Slovakia also have representative merchandise on display in our store. From Austria, we get leather goods, novelty jewelry, and knitted goods (mufflers, infants' wear and sweaters). From Czecho-Slovakia, our imports are beads, buttons, china, bric-a-brac and linens.

With this list of countries, Europe, except for the very northern countries, is well represented with merchandise in practically every department.

HOWEVER our foreign buying is not confined to Europe. The rug buyer must go on to Asia Minor. Many of the beautiful Oriental rugs displayed in our rug department are bought in Turkey. Among certain tribes, the art of rug-making has reached its highest peak. Here one finds the most beautifully blended colors, the most carefully woven rugs that will last for many generations.

The far eastern countries—China, Japan and the Philippine Islands all contribute to our merchandise. Of these three, Japan is the most important, considering the variety and quantity of articles which she shares with us.

We are accustomed to see many articles in the various departments stamped with the "Made in Japan" mark. These include articles for the house furnishings and china departments—baskets, bird cages, bric-a-brac and artificial flowers, tea sets and dinnerware; in wearing apparel—linens and silks; in carpets—fibre rugs and mattings.

From China, come brassware, embroidered silks and rugs. From the Philippines, we get many dainty embroidered undergarments for women and children.



The romance of merchandise! In your mind, trace to their source only a few of the imported articles in your department, and you will have gained as much information as from a book of travel; think of the conditions under which the various articles are made, the planning and care that has gone into their making, and you will find greater interest than in the most fascinating novel.

Data by Mr. Simons, Import Office

TWO GROUPS WHOSE GOAL IS "SERVICE"

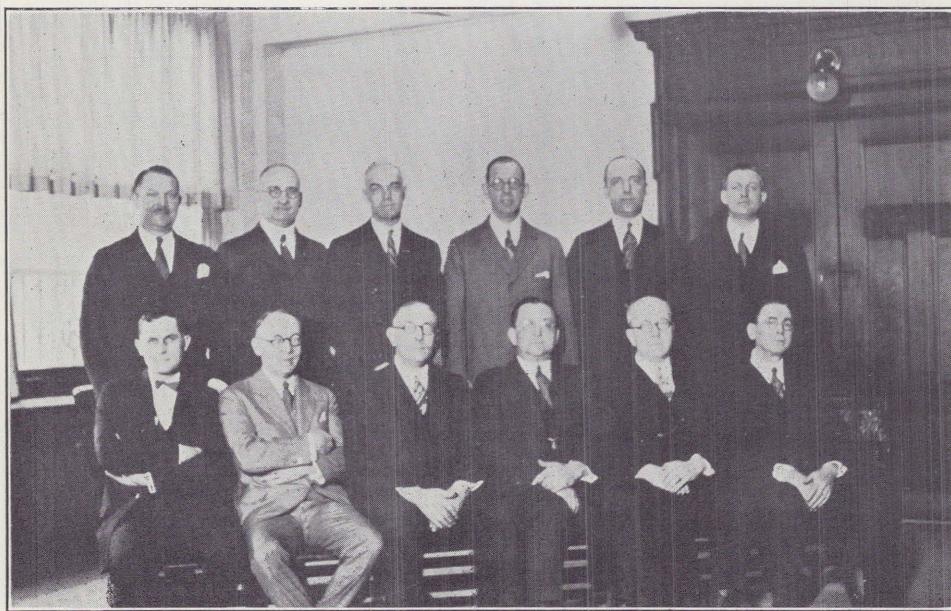
They'll keep the wheels of service working smoothly as usual during the Fifty-fifth Anniversary Sale.



AT THE SERVICE DESKS

Top Row, Left to Right—Miss Kuntz, Miss Gay, Miss Griffin, Miss McChain, Miss Matthews, Miss Moran, Miss Skillman, Miss Wolf, Miss McGuirl, Miss Kilmeyer, Miss Cunningham, Mrs. Skillen.

Lower Row—Miss Recker, Miss Frelke, Miss Golebienska, Miss McGraw, Miss Craig, Miss Minuensterin, Miss Joyce, Miss Ketter. (Miss Burkhardt, head of Service Desks, was absent on account of illness when photograph was taken.)



OUR FLOOR SUPERINTENDENTS

Mr. Bick, Mr. Sexton, Mr. Edwards, Mr. Cook, Mr. Cavanaugh, Mr. Kelly, Mr. Edwards, Mr. McCready, Mr. Matz, Mr. Minnich, Mr. O'Donnell, Mr. Hanon.

Kaufmann's Duck Pin League

	Won	Lost		Won	Lost
1 Remnants.....	74	27	5 Wagon Calls.....	47	54
2 Odds and Ends.....	64	37	6 Bargains.....	41	60
3 Send Agains.....	58	43	7 Overgoods.....	38	64
4 Contingents.....	52	49	8 C.O.D.'s.....	30	71

High Individual Score	1 Game	O'Donnell.....	228
High Individual Score	5 Games	Thomas.....	800
High Team Score	1 Game	Send Agains.....	682
High Team Score	5 Games	Remnats.....	2706

	No.	Total Pins	Aver-
	Games		ages
1 Erb.....	101	13975	138-37
2 Thomas.....	82	11337	138-21
3 Weiland.....	101	13632	135
4 Koms.....	90	12060	133
5 Fichter.....	66	8429	128
6 Haight.....	86	10613	123-32
7 Walker.....	81	9993	123-30
8 Linder.....	88	10818	122-82
9 Drake.....	96	11762	122-50
10 Deiderick.....	73	8792	120-32
11 Robson.....	90	10823	120-23
12 O'Donnell.....	72	8454	117-30
13 Stevens.....	95	11126	117-11
14 Oldham.....	35	4096	117
15 Wayhart.....	80	9346	116-66
16 Garrity.....	72	8333	115-53
17 Reese.....	15	1727	115
18 Mahoney.....	71	8158	114-62
19 White.....	50	5440	114-40
20 Heyman.....	66	7497	114
21 Lhota.....	73	8273	113-24
22 Grounds.....	24	2685	112
23 Robison.....	89	9780	110
24 Roth.....	89	9726	109-25
25 Hadley.....	55	6027	109-22
26 Heilman.....	76	8304	109-20
27 Schmidt.....	25	2737	109-13
28 Gavin.....	47	5110	108-34
29 Meyers.....	72	7784	108-8
30 Steinhauser.....	21	2220	106
31 Mills.....	40	4225	105-25
32 Brautigan.....	78	8190	105
33 Kelly.....	53	5551	104-39
34 Danner.....	76	7945	104-41
35 Craver.....	43	4433	104-4
36 Follet.....	74	7684	103-62
37 Thieret.....	36	3719	103-11
38 Ertle.....	89	9012	101-23
39 Hanlan.....	29	2956	101-27
40 Packard.....	29	2854	98
41 Burton.....	24	2311	96-7

North Side League

	Won	Lost		Won	Lost
Walnut.....	31	11	Poplar.....	18	24
Oak.....	25	17	Mahogany.....	18	24
Maple.....	24	18	Pine.....	16	26
Birch.....	24	18	Chestnut.....	14	28

Name	Game	Av.	Name	Game	Av.
Stewart.....	35	121	Pfieffer.....	18	88
Boody.....	3	121	Lunz.....	40	87
Croke.....	36	116	Norwicki.....	21	87
Flaherty.....	41	109	Nagle.....	42	86
Gundeecker.....	42	108	Bottorf.....	42	86
Smith, W. R.....	24	107	Dexler.....	39	86
Wells.....	39	106	Zellman.....	42	85
Perella.....	32	103	Bosworth.....	27	85
Carlins.....	42	102	Beardsley.....	36	84
Roehlinger.....	36	102	Fastian.....	42	83
Brush.....	39	100	Goldstein.....	39	82
Bauers.....	42	98	Harmes.....	24	82
Spencer.....	39	98	Toogood.....	3	82
G. Uschler.....	42	97	Perkins.....	3	81
Boyle.....	39	95	Cummins.....	9	77
Wiskeman.....	42	94	Cote.....	15	76
Marks.....	15	94	Knapp.....	42	75
Weber.....	30	93	Chiapetti.....	30	75
Geis.....	42	92	Engel.....	25	73
Schrivier.....	39	92	Smith, R. M.....	36	72
Stock.....	39	91	Miller.....	15	72
Doscek.....	36	90	Gottschaldt.....	20	71
Schmoulder.....	42	89	Zinser.....	12	67
Claherty.....	36	89	Guckert.....	9	65
Jahm.....	39	89	Sausa.....	9	60
Hendricks.....	24	89	Grady.....	18	58

"ZEKE"

Wimmin is puzzlin' creatures, spendin' so much time an' money on clothes, an' then what have they got? 'Bout th' only thing their clothes leave t' th' 'magination is what makes 'em so 'xpensive.

Steinhause says "You may kid yourself as t' who runs th' house, but you can't kid the children."

Burkhart asks "If th' chain stores handle lingerie and men's furnishin's how shall we know that they ain't drug stores."

Henry Ford is anxious for th' revival o' th' ol' fashion dancin', but he ain't never yet 'xpressed no desire for folks t' return t' th' 1895 Ford automobile.

It won't be long 'fore th' stuff th' bootlegger is sellin' will require a snake bite as a remedy.

Th' laborer is worthy of his hire—if he earns it.

The seat hog in th' street car is th' feller what got th' seat you would have took if he hadn't bin there first.

They say th' reason they have sich bad roads in Spain is 'cause th' Spaniards wish t' keep out th' autos bein's as how they prefer t' die of ol' age.

Pleasure ain't what we 'njoy alone. It's what we pass on t' th' other feller.

It ain't a bad ide' t' live in th' hope that th' best is yet t' come.

Car riding is gittin' t' be so dangerous that some fellers won't take th' family out without puttin' head gears on 'em.

A well known church member on th' second floor, broke th' nail off his finger Sunday tryin' t' get a penny outer his pocketbook that was wedged 'tween two quarters.

Jedgin' from th' different pictures seen of Fawn Grey th' actress, it's a cinch none of her husbands are goin' t' leave her on 'ccount of th' upkeep in buyin' her clothes.

It ain't no difference how little musical trainin' a feller has, he kin allus sing "Sweet Aderline" when he's drunk.

Miss Cohen says "A hairlip is a misfortune, but a mustache is a man's own fault."

Mrs. Shimp tells us that a man in Ohio grafted the skin of a chicken on his dog—now he can go chase himself.

Matz says "the reason we never hear of women after-dinner speakers is because they can't wait that long to tell it."



Twelfth Floor—M and R

Department B received a big surprise, and is being surprised more and more everyday. Upon the appearance of one young man, a certain quiet young girl decided to study human nature.

Lilly finds the stock room a delightful place to spend her lunch hour. The quiet ones often have better ideas than the rest of us.

Anna has learned how to blush and we have partly guessed the reason. The ticket machines are always breaking and Eddie is right there to fix them.

Clara got her hair marcelled the other day and then stayed home the next day. The girls had begun to take up a collection for a present but Clara said that her mother was sick. A good alibi!

Wedding Bells

Miss Marion Brent of the Basement was married to Mr. Albert Schwartz on May 2. Her new home will be in Youngwood, Pa.

Many of her friends from the store attended a linen shower given to Miss Brent the week before her wedding. There were many lovely gifts for the bride, and music, dancing and delicious lunch for all the guests.

All the friends of Mrs. Schwartz wish her much happiness.

Miss Taylor of the Basement Corset Department was married recently and now answers to the name of Mrs. Kinney.

Mrs. Kinney was with the store seven years and is one of the lucky employees to receive a wedding present from the store.



many beautiful and useful gifts. The members of the drapery department proved their warm friendship by presenting the bride with a pair of woolen blankets.

Members of the toy department gathered at the home of Mrs. Nugent on Monday evening May 10th, for a party in honor of Miss Helen Czeuba, who is to be married the first of June.

Helen's friends presented her with a chest of flat silver, and also with many useful kitchen utensils.

The fellow-workers of the Wash Goods wish to offer all good wishes to Miss Martha Wlodkowska who was married at St. Peter's Catholic Church, South Side, on April 28.

Miss Wobb was married on Wednesday, April 28, to Mr. Charles Ondrick. Best wishes to Mr. and Mrs. Ondrick.

Miss Marie Ott, Cashier, was married to Lester Gigeritch on May 5. We'd heard so much about this wedding, we had a personal interest in it. The department wishes Marie and Lester many years of happiness.

Miss Mabel I. Rhyner of the Boys' Furnishings Department was married to Raymond E. Bailey on April 2. We are happy that Mabel is staying with us.

Miss Hannah Lewis surprised the advertising department by announcing that she had been married in January to Mr. Hirschman. The department presented her with a set of gold-enamored glass-ware before she left on May 1, and wished her all good luck in her new career.



Dan Cupid scored a triple hit in the Shopping Bureau recently, for Ann Adams has lost three of her faithful helpers who have set sail on the sea of matrimony, and in the near future a fourth will be leaving. Announcement will be made in a later issue of the Storagram.

Charlotte Sutter was the first to bid good-bye and is now married to Edward Kroll. Frequent flying visits to town keep her near us, however, and we welcome Charlotte's bright smile.

Anne Kearns was the next to leave and is now making her home in Millvale as the bride of George Balmer, popular co-worker at the Forbes Service Station. George's picture is on another page for a record of service.

And now, Frances Zellers is completing the trio by changing her name to Mrs. Jack Meyers, and will make her home in Richmond Hill, New York.

Our good wishes go with these happy brides, and we hope to see them all quite often in the future.



Anne Kearns

One of the brides
from the
Shopping Bureau



Third Floor

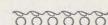
The fellow-workers of the third floor were sorry to say "Good Bye" to Mr. Bernstein, assistant in children's shoes. Their best wishes for his future success go with him.

John Trainor of the toy department is to be congratulated on the birth of a son, May 5. The fifth child on the fifth day of the fifth month. Sounds like a lucky omen, John!

A father trying to interest his young daughter (about 3 years old) in an Easter gift from the toy department held a stuffed rabbit for her inspection, "How would you like this Easter bunny, Dorothy?"

Dorothy looked at it with disfavor and said, "Well, who could get a thrill out of a dumb thing like that?"

We welcome Mr. Carl, buyer of boys' and childrens' shoes, and hope that he already feels very much at home on Third Floor.



ASSISTANCE AT HAND

It was the fag-end of a tedious evening. At the close of the third twenty-minute lapse he said plaintively:

"I wish I had money. I'd travel."

"Well," she replied, as she began to unroll her stocking, "How much do you need?"

Your Speech: How to Improve it

Do You MAKE THE SAME MISTAKES IN YOUR SPEECH?

Do you say: ad'dress for ad-dress'? ad'ult for a-dult'? grat'is for gray'tis? hy'genic for hy'gi-enic (hai'ji-en'-ic)? in'quiri for in-kwai'ri? vaw'de-vil for vode'vil?

Suggestion—By associating vowel sounds, the pronunciation can be easily memorized; thus: "The adult was adept in remembering the address" (dult, dept, dress, accent on the second syllable'); "I am grateful for what is given to me gratis" (grate-gray); "I go to vaudeville performances occasionally" (go-vode).

The following words from The Correct Standardized Pronunciation give the pronunciation adopted by the best speakers:

1. advertisement (ad-ver'tiz-ment)
2. almond (ah'mund)
3. alternate, v. (al'ter-nate)
4. alternate, a. (al-ter'net)
5. amicable (am'i-ku-bl)
6. Apparatus (ap-r-ray'tus)
7. coiffure (koif-yoor; or kwah-fur', French u)
8. coupon (koo'pon)
9. fiance', fiancee' (fee-ahn-say')
10. illustrate (i-lus'trate)
11. mauve (moweve)
12. neither (nee'ther or nai'ther)



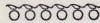
Lamp Dedartment

Miss Fischer, buyer of lamps, and Miss Weeks spent two days in April at the Nela School of Lighting at Nela Park, Cleveland. When they had returned, Miss Lardin and Mrs. Ziegler went for two days' study.

The conference was most interesting for the people from our lamp department. The problems of home lighting were the principal ones discussed—the types of fixtures, size of lamps and lighting effects desired.

Miss Fischer and the others from her department who attended the school were the only representatives of a department store, and the representatives of the electrical specialty shops were very glad to hear of the methods used in our lamp department.

The fellow-workers of the lamp department extend their sympathy to Miss Walquist, formerly in their department, who lost her son recently.



Ninth Floor Notes

Miss Callahan will be glad to know that West View Park will open soon. Her favorite sport is bare-back riding.

Miss Eckert and Mrs. Stevens from the curtain department were absent for sometime on account of illness. It was good to have them back in the department.

The window shades department is a regular bee-hive these days, and awnings are almost as busy. In fact, you can't look anywhere on ninth floor and find anyone worrying about something to do. The floor is crowded almost every day, and the cry seems to be "Just give me more time."

Mr. Diehl, estimator for awnings, draperies and window shades must have writer's cramp every night, his fingers fly so fast during the day.

Have you ever seen a ghost? Certain people in the drapery department thought they were seeing one the other day when Mrs. Dorrance came back from lunch. A telephone call had just been received that she had been knocked down by a car and taken home injured. Fortunately, it was a false report.

Seventh Floor

How many in the store remember the Housefurnishing Department as it was about fifteen years ago? A stuffy little space in the Basement. Perhaps if more of us did, we would appreciate the beautiful Housefurnishing of to-day.

Coming through the main aisle from the Service Desk we see beautiful white arches, pergolas, trellis, and a summer house with clinging vines and ferns, cozy nooks where one is almost tempted to sit and wonder whether it really is a department store.

Further down the aisle we see the rustic gateway and arches with benches, chairs and tables of white cedar all hand-made. Now we come to the beautiful conservatory with its hanging baskets, flowers, ferns and singing birds. How cool and refreshing it is!

As we look back over the department with its tables of immaculate white ware and shining aluminum ware and so many other pretty as well as useful articles we begin to realize what a beautiful department it is.

We are all glad to have Miss Trainer back with us after a sick spell of nine long weeks.

Our cashier surprised us one day when she stayed away and changed her name from Miss Sehn to Mrs. Geo. Barnhart. Congratulations and best wishes!

Another shock, we hear that Miss Barzanty's life is hanging by a thread.

MR. WALTER J.

CROCK

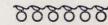


The employees of seventh floor welcome Mr. Crock, their new superintendent.

Mr. Crock received his early training with John Wanamaker in Philadelphia, and later served as floor superintendent with Gimbel Brothers and Stern Brothers of New York and Stewarts of Baltimore.

We hope that he will feel happy in his new store home.

Already he has expressed his deep appreciation of the reception given him and the co-operative spirit displayed throughout the store.



Sixth Floor

The forces of the linen department have been increased by the pleasing personality of Mr. Green who just "came over" from Ireland. He's a real Irish lad and no doubt will have a few good Irish jokes to tell when he feels a little more at home.

Talk about flappers in the wash goods department! It boasts of two new bobs in one week. A look at the victims will show you what a change it has made in their appearance.

Golf is an interesting game for some girls. If you do not think so, ask Miss Kalb of the Wash Goods department. This is her favorite indoor sport, with a good teacher.

Miss Smith and Miss Greco attended the wedding of Miss Wlodkoska.

For The Budget Bureau

192 White Ave.,
Sharon, Pa.,
May 4, 1926.

Mr. E. J. KAUFMANN, President,
Kaufmann's Department Store,
Pittsburgh, Pa.

DEAR SIR:

This short note will take just a bit of your valuable time to call attention to exceptionally courteous and efficient service given me recently by some of your employees.

Being a young man of limited means, I was faced with the problem of furnishing four rooms for my little family and making every dollar count. The outlook at the start was discouraging. Estimates from local merchants held out little hope. At the suggestion of a friend I went to Pittsburgh intending to visit another store, but Fate led me to your establishment. A few words with a furniture salesman and my heart began to sink, so I inquired if there was anyone around who could help a man plan a little place on a budget basis. "Why sure," said Mr. Salesman, "I'll turn you over to Mrs. Fisher of our Budget Department." From then on, the service I received was a revelation. Mrs. Fisher took me first to Miss Keefe, Club Credit, with whose assistance I set a limit of expenditure. With this in mind Mrs. Fisher took me in hand again. From one department to another we went, selecting the various articles needed. Mrs. Fisher kept track of how the budget was working out, increasing or decreasing the outlays for the different rooms as we went along, and she performed her role so well that when we finished the job we were only a few dollars over the limit set (a modest limit, too). I want to commend Mrs. Fisher to you and can sincerely say that I believe had it not been for her my patronage would have been lost.

Would I be presuming too much to suggest that the Budget and Club Credit Departments be advertised a little more conspicuously? I was unaware of their existence until the above-mentioned experience. A small section of a main "ad" could be devoted to the purpose.

"To the Newlyweds Planning a Little Home. Visit the Eighth Floor and ask for Mrs. Fisher. She will assist you in planning a Budget Home."

With sincere good wishes for The Big Store.

Very truly,

ELMER P. WIMMER.



Heard on Fourth Floor

"Please, lady where do you put the lay aways?"

Customer to Mrs. Rowland: "I would like to see some spring coats—anything but a 'purry' twill."

Miss Beck of the Women's Suits lost her mother recently. The fellow-workers of fourth floor sympathize most sincerely with her.

Miss Beck herself was sick for sometime and absent from the department for two weeks. We are very glad to have her with us again.

The fourth floor departments have had a number of fellow-workers absent on account of illness. Miss Berger of Ladies Gowns has been out for some time, but we hope that she will be with us very soon.

Miss Hickey, Misses' Coats, has had a real siege of illness, having been out almost two months.



Sporting Goods News

Anna Rice will be married in June. This is not another rumor. We consulted the lucky man this time before publishing the statement.

If you hear a voice that sounds as if it were coming from a bass saxophone it is Stauffer's. He is Mr. Wittingham's new assistant in the golf department.

Another newcomer is Deacon Phillippe of 1909 Pirate World Champion fame.

The bath robes have been moved down to our sweater aisle and Harry Goodman along with them. This relieves the writer of a portion of the responsibility of entertaining the sweater salesladies.

Elizabeth Lacher is very much pleased with her little sunlit workroom in the rear of our department.

Dave Jacobson has a new mustache-raising companion. "Lefty" Levinson and he ought to start a little competition.

Hollins says "If you leave home without breakfast, there is no time so precious as lunch time."

Basement News

Miss Leech was greatly missed in the shoe department when she was absent on account of her mother's ill health.

We welcome Mr. Goodman to the drapery department, from the rug department, ninth floor.

We are glad to welcome Miss Harbaugh who has had such a long siege of ill health. She is now in the Ladies Dress department and looking fine.

Mrs. Marsh also was trying to "flirt with the undertaker." Fortunately she didn't succeed, and is again busy sewing hems and selling dresses.

Miss Pearl Mickels, cashier, recently was transferred to the shoe department. When we found Pearl in tears one day, she admitted that she missed her old desk and pals. Can't anyone in the shoe department cheer her?

Mr. Blum has moved down from the second floor and up into the buyers' ranks in Basement Men's Clothing.

Mr. Traub is all puffed up over his new office which has just been completed. All the buyers of the Basement departments have desks in it.



Basement Charge Office Broadcasting

Announcing that the girls of this office are trying to break last year's record. Last year we had five weddings from our group. We have two diamonds already this year and have many more prospects.

Don't worry too much, Mrs. Swift. We know it's hard to decide whether it shall be Cleveland, Mu—Perhaps we'd better not finish that.

There is a beautiful diamond on Vince's finger. Surely everybody knows that Tony put it there.

Did you ever hear of anyone getting married in the post-office? Our Catherine said she did.

Libbie always sheds a few tears when "Just a Sailor's Sweetheart" is played. We hope for a prompt recovery.

—C-H-A-T-T-E-R SIGNING OFF.



Men's Clothing

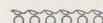
Mr. Schulman, our able fighter, says he will go one round with Zabysco.

Mr. Winer enjoyed the long practice for the Royal Vagabond because there were so many nice girls in it. At least he is honest in admitting what he likes.

Our new stock boy, Harry McCullough, formerly was in the advertising department. It may be safer for him here than it was on tenth floor with so many girls.

McStern wants to go to Ireland this year; Big six says "See America first."

The members of the Men's Clothing Department extend their sympathy to Mr. Herman Simon whose mother died recently.



Jewelry Department

Miss Blanche Saylor is wearing a LARGE diamond solitaire. We all can guess what that means. She'll be going to housekeeping in June, 'tis rumored.

A fellow in the drug department remarked that a certain girl in the jewelry department was a B.V.D. girl—adding Born Very Dumb.

Dardanella is stepping out again. She has a new wardrobe and new shoes, also growing the latest hair-bob. Just watch her!

Girls, have you seen someone resembling Douglas Fairbanks in the jewelry department? Take a second look. It's F. B. Albright, just back from Florida. He sure looks keen—probably absorbed a million dollars worth of sunshine and reflecting a little of it on Pittsburgh.

The Thirteenth Floor Dining Room



Some things of importance come to us easily, so easily that we forget how valuable they are. One thing which affects our health, contributes to our happiness or unhappiness, makes us cheerful or disgruntled, and keeps us alive is food.

To the cave-man, getting food enough to sustain life was the greatest problem of his existence. Today, eating at times becomes only a tiresome necessity.

A certain cure for lack of interest in food is to eat little breakfast and have a late lunch hour. Then the question is "Where can we get good food in the shortest time?"

The answer is "In the employees dining room."



Convenience is one asset of the dining room on thirteenth floor, but by no means the only one.

Whenever you eat in a restaurant, you want a menu that offers you a variety of appetizing foods, and a pleasant place in which to eat. You find all these in the thirteenth floor dining room.

Mrs. Leopold prepares the menus with the idea of making it possible for the patrons of many different tastes each to choose a well balanced lunch.

The dining room is clean, light and airy. You have a comfortable place to rest and talk after lunch, or if you're in a more quiet mood, you can read in the library.

Get the habit of eating here—you'll like it!



Tenth Floor Notes

Nora boasted of being able to run a machine. It took us some time to discover that it was a check writing machine.

We are glad to welcome Anna Mae Gabig as one of our family.

Peg Yenke is undecided whether to join the Ziegfeld Follies or become one of Mac Sennet's beauties. She has become very fond of stage work since rehearsing for the Royal Vagabond.

Since Margaret McLaughlin has become so industrious, we think the wedding must be in June. We all wish you luck, Margaret!

Beware of the traffic cops, Esther. You'll be arrested for speeding on that machine of yours.

If the saying is true that "still waters run deep," Agnes Downey must be unfathomable.

Miss Ingram was in an automobile accident recently. Lucky for her she wasn't seriously injured.

We wonder what is on Emily's mind. She was at the fortune teller the other night.

The girls are happy to see Emma Snack back on the job after such a long sick spell.

Sophie Daniels has the habit of losing her locker key. Take a tip, Sophie, and keep your mind off Harry.

We're afraid that we'll lose Margaret Lonnata soon. Wedding bells are calling.

Miss Rebecca Sobel has been visiting her sister in Cincinnati. She's had a good time, too, even though she had some narrow escapes with an amateur driver.



People are usually sad when the undertaker comes around but that isn't the case with Mildred Smith.

Don't miss the joyous expression on Marie Downey's face every Wednesday. There's a reason!

On May 11, we lost another of our crowd. Josephine Bonstine is named Bonstine no more. Much happiness to you, Josephine.

Everybody knows Ann
You see her everywhere,
She is distinguished from the rest
By the color of her hair.

She is very seldom crabby,
She is nearly always gay
And we all would greatly miss her,
If she ever went away.

I wish some of the happy married folks of the Big Store would tell our little Gussie just which is the

luckiest month to take unto herself a husband. She seems so undecided, poor girl!

Mildred Hageman and Sarah Hasley were out riding the other evening. The next day, Mildred was singing "Thanks for the Buggy Ride" and Sarah "The Old Gray Mare." We wonder if they have decided on two farmer boys.

Is Mayme Wholey getting her trousseau ready or completing her wardrobe for her vacation at Atlantic City. Here's hoping for the better, whichever it may be.

Keep up the good work, Miss Reeg. The water wave will soon become permanent.

Helen McSwiggan is thinking, very seriously, of having her hair bobbed. Go to it, Helen,—just think how sheikish Gertrude's boyish bob is.

Kathryn Knox has returned to work after two week's illness. Molly is out now with the gripe.

Edna Laud is so busy in the office, it is necessary to make an appointment to see her.

Talk about ambition! What do you think of spending your noon hour sewing? A group of girls headed by Miss Pauley do just that. All of them must be filling their hope chests—or why this sudden desire for beautiful embroideries?



Mr. Smith Promoted

On Saturday, May 1st, Mr. Smith left the Misses department to take a position as floor superintendent on another floor. He has been with us for a period of a year and a half and has made many friends not only in this department but all over the store.

The members of the misses department presented him with a silver cigarette case. We extend our heartiest congratulations to him and wish him every success on the other floor.



China News

We wish to extend our sympathy to William Hines whose brother died recently.

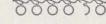
We are all glad to hear that Miss Smith from our dinner-ware section is rapidly improving after a serious operation. We hope to have her smiling face with us soon again.

Miss Sparen seems to be continually smiling and in a very good humor. We are wondering if there might be some one "special" the cause of it.

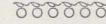
Wait until the world sees Becky Hillman in her new red bathing suit. She'll sure cause some splash!

Miss Morrow claims the Charleston is an easy dance. We wonder why she seems to have such an awful time trying to get her feet working together.

Any trouble getting your Easter Egg home, Miss McKenzie?



Eddie Hunvald of the advertising department staff has left us to go to Lowenstein's in Memphis, Tennessee. Eddie has been in Memphis before returning to Pittsburgh this time. Evidently the Smoky City doesn't have as great a charm for him as does the Sunny South.



Congratulations

Now Fred Weiland is going around with a broad grin on his face. He's the proud father of a son, born May 10.

Mrs. Weiland was Margaret White, formerly a fellow-worker of The Big Store.



No ACCIDENTS DURING 1925

LYNCH	UPHAIL	HOFFMAN
SNAPE		BALKER

These drivers have a perfect record card of no accidents for 1925. It takes an expert and careful driver to attain this record, and these men are to be congratulated.

We hope that they will keep up the record for 1926 and that many others will be added to the honor roll.

+

On Thursday, April 8, at the Davis Bowling Alleys KAUFMANN'S DUCK PIN LEAGUE ended their first and very successful season. The team known as the REMNANTS won the pennant by the safe margin of ten games ahead of their closest rival.

The REMNANTS were Captained by George Erb, Mr. Hanlan's Assistant and he boasts of the fact that his entire team is made up of men from the Delivery Department. They are listed below according to their averages which ranged from 140 to 110 for the season.

Erb, Captain	Wayhart, Chauffeur
Koms, Truck Helper	Garrity, Router
Gavin, Router	

We, also, held the record of having four men or a full team at every game throughout the season, never taking a dummy score. On the last night of the season Mr. Erb had Mr. O'Donnell, Basement Floor Supt., very much worried about his high individual score of 228. However, through a tough break Erb finished with 224, falling five short of breaking O'Donnell's record.

Mr. Heck's slogan is to greet the customer with a smile. I'll bet he is sorry a certain customer at 33rd and Penn Avenue moved, because he used to throw a couple of smiles right back at Heck every time he delivered a package. That's one place Adam, the helper, did not know about.

Bill Euler is enjoying good health lately as he told me he had sworn off eating hot doughnuts for life. That's funny, they never seem to bother Shorty McGee.

Leonhard, the night watchman, says he is certain that he has a musical soul, because every time he walks one of his shoes squeaks.

Jim Downey and Joe Connelly claim to be the champion relay team of the store. We don't doubt it as they relay about 75,000 packages and bulk a week from the Store to the Forbes Service Station.

Kennedy says to Kelly: I might renig on the Card Table at home, but you never see me renig on the Marking Table.

The Tables Turned

Our Clarkson's a Controller bold,
He's on a budget diet,
He tells you what you've bought and sold,
And warns you not to buy it.

He shows you with his figures plain
That you are sure no pippin,
And says you haven't made a gain,
And that your profit's slippin'.

As a controller he was fine,
He beggared all description;
But now he too must fall inline,
And take his own prescription.

A merchandising man is he,
For two departments dinky,
And what a joy it is to see,
He has them both red-inky.

—FROM THE CONTROLLER'S BULLETIN

Mr. Benadiego Fredianella (don't try to pronounce it) now a Belt Sorter, is about ready for a diploma as a Router. His routing and his stalling are improving every day.

Having a few minutes to spare I took a stroll around the building. I decided to start at the top and come down. Jake Geisler was too busy getting ready for the Big Sale to talk, so I wandered on until I met Walter Felsch. He looked like he was practicing for the Kentucky Derby, as he was working on Hobby-Horses. Going down to the Third Floor I met John Lotz and tried to quiz him about the mysterious package Sam Spokane received from New York. John pretended absolute innocence.

I was just getting ready to interview Jim Kirk on the second floor, but when I heard him tell Vera not to talk as he was trying to check bills I decided I had better move on. Stopped to congratulate Sam Spokane but he had to rush off to the telephone. Evidently Nate Dietrick did not learn to dance in time for the Sheridan affair, as he seemed too down hearted to even stop to talk. I then stepped along to where Jim Griffin reigns supreme over the Packing Shebas. Since Jean has become interested in Jim he comes in with a white collar on. Catherine Nellis seems to be quite popular from the dates you hear her discussing. The girls are sympathizing with Toots Kane since she and the boy friend fell out. Marie Salmon seems a little shy, but she will get "hooked" yet.

I did not stop on the first floor but kept going to the basement. It is impossible to get these boys to stop long enough to get any news out of them. Aleck Conway passed with a six-inch pipe on his shoulder. Joe Bateson went by with an armful of tools, no doubt, ready to tear down a truck. Joe Hadley was under a truck, showing a mechanic what he wanted done. Bob was busy at the store room window handing our supplies. After trying to dodge between the trucks I reached the first floor safely and stopped to talk a few minutes with Ida. Although she is always busy Ida can always take time to talk with any of us. When it comes to donations and the like, the boys are interested in we can always count on Ida coming in with us.

McIntyre was working under a car the other day, and singing something in a cracked tenor voice. Neddie's ears began to wag as he listened, and he finally exploded with, "is he under there working, or did the car fall on him?"

They stood at the gate at midnight,
While the clock was striking two.
He went to work with a headache.
She stayed in bed with the Flu.

News from Across the Pond

"Well, it's over," sighed Mr. Cummins when we bowed the last game of the season on Monday evening, April 26.

Have you met our new stenographer, Miss Newmeyer? She comes to us from the transfer desk. We hope she will like our warehouse. If Charlie and Sylvester have their way, she will.

I wonder why Paul always makes a certain Troy Hill car in the evening? I hear she is quite nice.

Do you know Hunz Gundecker of the Bedding Stock department? Frank Nagel said Hunz would rob a glass eye from a blind man.

Margy Trainor says "A restaurant is never so crowded that there isn't always a little lunch room."

We notice Driver Boody always has a big smile for Miss Leonard. Better not let Al hear of this.

It's nice of Bob's sister to call up and then let Bob on the line, isn't it, Helen?

Charlie Knappe was trying to borrow a go-cart from Krause the other day. I learned later that Charlie wanted to take a certain party from the seventh floor out for a "buggy-ride."

It's a good thing we have one Sunday a week, else Deberson would never shave.



BILLIE BOWERS, JR.

Young son of Bill
Bowers of the
N. S. S. S.

Doesn't the modern
flapper envy Billy
his dimples and
curls.

When the treasurer of the bowling league read the regular report and financial condition of the association he did not know whether he would be greeted with cheers or chairs. But he got neither.

Brother Guckert opened the meeting. Brush, from the shipping department made a motion that we get a special platform made for Perella next season, so that Perella could get a good start before rolling the ball.

Do you want to get Stock's goat? Ask Gundecker. On Wednesday evening, April 28, the Northside boys under the name of Bill Bowers' Bouncers beat the B & O Five in a bowling contest.

'Tis said that Charlie Geis was on a diet from May 1 to the 15, the night of the banquet.

Harvey has a tough time with old man winter, but he's back on the job again taking his daily ups and downs.

Questions and Answers

(From Boys' Clothing Department)

Ann D., McKeesport, Pa.

Oh, so you have a crush on Hal. Reese. Here's a tip. Hal is going to spend his vacation at Atlantic City. He's from Johnstown.

Collogetta, M., Atlanta, Ga.

Sure, Al. Goldstein has another hobby besides baseball! His next picture will be "Looking Them Over." He has dark brown hair, brown eyes and is single. You can write to him "Second National Film Co."

Helen D., Greenville, S. C.

Dan Harrison is a newcomer and is from Main Street where some of the country's greatest men hail from. He's very interesting and he'll surely make good.

Dot H., East Liberty, Pa.

Yes, Mark Baraff is his real name. Who told you that tale about his age. Mark's only twenty. His nearest rival is Hyman Sro'low.

Peggy, Rochester, N. Y.

John Lamborn was in the pants manufacturing business. Wealth has not spoiled him one bit. His chief recreation is billiards and he's a whiz at that.

J. L., Oil City, Pa.

Our friends, Barney Woolfstead and Ronald Colman hail from "deah ole London." Barney is married and has two beautiful children.

B. C., Kansas City.

You can reach Virginia Leonond at the Glassport Studio. She made her debut in the Royal Vagabond.

Sorry I can't fix it up for you.

B. O., Baltimore, Md.

You're one of the many hundred that admire Doris Brody. Dot is a real girl, and has a sister Jean just as nice.

The most liberal fellow around is George Snyder. He'd give you a newspaper anytime when he finished reading it—and he's not from Scotland.

Go to "Dick" Walker for the secrets of youth. He's one of the pioneers and can step around like the youngest.

Sam Burke has undergone a minor operation recently. We all wish for him an early recovery.



Children's Department

Miss Oxenreiter, who was reported in last month's Storagram as beginning training as a nurse is back on third floor again. She seems to think selling is more pleasant than taking care of the lame and the blind.

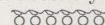
The children's department had a swimming party in the Pittsburgh natatorium on Tuesday night, May 4. There were no great swimmers in the crowd, but they all managed to get their feet wet.

Miss Collins has been in New York and Baltimore recently buying for the anniversary events.

Betty Herbert has received her hope chest. All she needs now is something to fill it.

And still they fall for the "bob." Mary Unruh of children's hosiery is one of the most recent converts.

Miss DeYong went on her first buying trip to New York with Miss Weber recently.



Mr. Melsha wants this broadcast: Anyone who feels in need of good brisk exercise (guaranteed to make you sweat) should apply at the rug department about 5:30 any day. All the muscles of the body developed by "rug pulling" exercises.

Absolutely no charge for instructions in this art!

Snapped in London



The question from the London Office is, which is the popular man, Mr. Flynn or Mr. Horne?

It seems to us the honors are even.



The Cooking Lectures

During the last two weeks of April the eleventh floor auditorium became a model kitchen over which Mrs. Mary A. Wilson, culinary expert, presided.

The lectures given twice daily were very well attended. Mrs. Wilson would speak for a short time, and then would demonstrate the preparation of certain foods. Just looking at the list of demonstrations made one hungry, and the odors from the auditorium were tantalizing. The many women who attended these lectures and demonstrations certainly should be able to feed their families food served in the most tempting style.



Furniture Department

As the 55th birthday of the store approaches, it is interesting to learn how long the fellow-workers of our department have been with the store.

The Furniture Department believes it has as good record as any for length of service. Doesn't the following prove it?

	Years
Mr. B. L. Smith—Buyer.....	about 20
Mr. Harry Geis.....	18
Mr. Bernard J. Flory.....	16
Mr. S. S. McCready.....	16
Mr. Gus J. Linder.....	16
Mr. E. H. M. Jones.....	16
Mr. M. A. Hurney.....	15
Mr. W. H. Snaman.....	15
Mr. N. J. Kolling.....	14
Mr. John Lhota.....	14
Mr. J. F. Miller.....	12
Mr. Thomas F. Curran.....	12

Mr. Kolling of the furniture department sent in this list. We agree with him that it is one of which the department can be proud.

Answers to Questions (Page 10)

1. This customer should be directed to the floorman who will see that an accommodation is made out for the extra packages.
2. We carry tarleton in our wash goods section but not in our lining department.
3. We give employees' special sale prices on the individual article, not on the total purchase.
4. She should get a transfer card from the service desk. With this she can purchase in ten departments up to the desired amount and pay for the total purchases at the transfer desk in the basement.
5. The customer should be told to get her merchandise the same day it is purchased, for everything left overnight at the transfer desk is returned to stock the following morning.
6. Any packages found in the store should be turned in at the service desk on the floor on which they are found. If not called for very soon, they are sent to the "Lost and Found" desk in the basement. Money and jewelry should be turned in at the first floor service desk. Customers should be directed accordingly.
7. Lost children are held at the service desks on each floor.
8. A customer should call at the service desk to put in a wagon call.
9. The information needed on a wagon call is:

Name and Address
Article purchased
Price of Article
Cash or Charge



ADMIRATION

"But how could you tell, darling, that I had never proposed to any other girl?"

"Because you were not married," she murmured rapturously and admiringly.

Eleventh Floor Notes

Miss ("Sully") Sullivan's favorite songs: "The Cat Came Back—She Could Stay Away No Longer"; and "Jes' A'Wearin' Fer You."

What we would really like to know is: When "George" received the post card from New York City, did HE see "stars" or what?

The famous Biblical exponent of patience certainly has a most successful rival in our dignified Mr. Stewart on Saturdays. Aided by his able "Cap'n" and corps of expeditious assistants, he deftly solves the problem of how to keep hungry patrons of the fair sex contented and happy while many times handling twelve bridge-luncheons with only four private dining rooms available. His language surely must cause them to realize the feeling of the "pan-cake when the honey was poured over it."

If "Shorty" wore roller-skates, he could not get around any livelier; nor "Temple" either.

How it sounds to "our Betty":—

"Betty" here! and "Betty" there!
It's "Betty—Betty" everywhere!

But how we miss her when she is out ill!

"AUF WIEDERSEHEN."

After much preparation we bade our Miss Fismer—the popular buyer of the Gift Shop—adieu and good luck during her initial trip for "The Big Store" to the other side on May 8th. Although having made many trips previously to foreign markets, we feel her enthusiastic optimism regarding the future of her Department will make this voyage the most successful she has ever experienced.

During the recent visit in New York City of one of the salespeople in the Gift Shop, she enjoyed reconnoitering through similar places there, but found nothing in the metropolis to make her in the least discontented with her attractive eleventh floor environment; and the warm welcome she received upon her return added all the more to her realization that "home-loving hearts are happiest."

We wonder if the glow which envelopes the musical instrument department is of a "Hazel" hue?

"Have you Tally Kaufmann?"

"Do you wish vocal or instrumental?"
"Oh that will be all right."

When the inquiring customer left the store pleased and satisfied with a vocal record of "Tales of Hofman" under his arm, it only goes to show what efficient mind readers we have among the salespeople of the Victrola Department; also the fertility of their imagination.

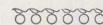
Castles are not all "in the air"; nor are "stars" in the Heavens only. We have had for many weeks past in our eleventh floor Victrola Department a real "Prince" and "Princess"—if you please; also a couple of "stars" (from the famous Royal "Vagabond.") Let us again assure you that "we have THE WORLD'S BEST TALENT in music."

All we have heard for months past is "THE SHOW—THE SHOW'S THE THING"—to the preparation of which we gave a great deal of our time and energy, and we record its wonderful success with great pleasure. However, beneath the hustle and bustle of "putting the show over 'big'" and the joy of knowing we have done our part, there is a note of sadness owing to the rumor that we are about to lose Mrs. Walrath—our very popular and efficient buyer and manager of the Victrola Department. She is going east to join her husband who is located in Philadelphia. We all have enjoyed our

association with her, and feel she well deserves this delightful respite from business responsibilities. All the members of the eleventh floor departments wish her much happiness in her new home.

Do you know that Mr. Caputo will give you lessons on any musical instrument you buy; and Mr. Ascherfeld will arrange for piano lessons, if you like? Mr. Hornberger will also instruct you in the art of "bringing in China" on your Super-Het if you want to hear a concert from that country; but you should hear the new Orthophonic Electrola—the Borgia II Model—when you want THE VERY LAST WORD' in the science of sound."

—L. H. FIELD.



"Louie"

of the supply room
with his
twin nieces



Art Needlework Department

Can you imagine Miss Brennen singing a German song to her boy friend? And someone said that Miss Weiss could!

Yes, 'tis true! Miss Peggy McGrady has composed a song which will be printed in the next Storagram.

Mrs. Hale and Mrs. Schermerhorn were in New York buying a lot of pretty things for the big anniversary events.

Although Miss Martin was in the chorus of the Royal Vagabond, she was much concerned about her slippers.

Quite a few of the girls in our department are wearing sparklers. We sincerely hope that they all don't leave us at one time.

Overheard in our department: "Jane, why don't you make some fancy cushions and shades for our new home?" He had just caught a glimpse of the many women busily sewing under expert guidance in our workroom.



Toilet Goods

Belle Goldstein had a birthday recently and her friends made it the occasion for a surprise party—a real party too, they all say.

Miss Freda Martin who was on the sick list has returned. We are glad to have her back with us.

Miss Heskett was asked if she comes to work in her car. "No—it's only a Ford," she sighed.

It's a good thing for one spot on first floor that the Royal Vagabond is over. Sara Schneir almost wore out the floor back of her counter practicing the dance steps.

Miss Rogner sure can sell tickets, and she used her best style in selling them for the Royal Vagabond.

We all hope Miss Polena will be back with us soon. She sprained her ankle and has been out a long while.

Amelia seems to talk so much about a certain friend. We wonder if she really likes the boys.

Twelve Things to Remember

1. The value of time.
2. The success of perseverance.
3. The pleasure of working.
4. The dignity of simplicity.
5. The worth of character.
6. The power of kindness.
7. The influence of example.
8. The obligation of duty.
9. The wisdom of economy.
10. The virtue of patience.
11. The improvement of talent.
12. The joy of originating.

—Marshall Field

Coming

The big month of the year,
Just wait 'till it is here.
So wide its fame, and great its name,
And now it is so near!

A few days more,—then soon,
The “Month of Roses”—June,
With perfect days that glide along
Like one harmonious tune.

June! Our Big Store's holiday,
When it is decked so gay,
And seems to smile and shine in glee,
So bright is its array!

June, it's full of meaning,
For everything is teeming
With Life, and Hope, and Joyousness,
And faces bright are beaming.

'Tis then all through the store
On every selling floor,
If you'll just watch, you're bound to see
Surprises by the score.

And so, Farewell, dear May,
For this month you've held sway,
But now you go, and Welcome June!
The banner month so gay.

ETHEL FORBES,
Shopping Bureau.